

FORM PTO-1449  
(REV. 7-80)U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE

## INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

ATTY. DOCKET NO. 065525.0121

SERIAL NO. 08/935,116

APPLICANT David W. Deaton, et al.

FILING DATE 09/22/97

GROUP 2781

## U.S. PATENT DOCUMENTS

*EXAMINER																	FILING DATE
AA																	
AB																	
AC	2	9	9	5	7	2	7	8/8/61	Quade		340	149					
AD	3	3	1	6	5	3	6	4/25/67	Andrews, et al.		340	146.3					
AE	3	4	6	5	2	8	9	9/2/69	Klein		340	149					
AF	3	5	2	8	0	5	8	9/8/70	Bond		340	146.3					
AG	3	5	3	5	6	8	2	10/20/70	Dykaar, et al.		340	146.3					
AH	3	5	7	6	5	3	9	4/27/71	Huber		340	152					
AI	3	6	0	5	0	9	2	9/14/71	Richard		340	146.3					
AJ	3	6	2	9	8	2	9	12/21/71	Ordower		340	146.3					
AK	3	7	8	6	4	2	1	1/15/74	Wostl, et al.		340	149					

## FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
													YES	NO
	AL	5	9	1	8	4	9	6	5(A)	Japan			✓	
	AM	5	8	1	7	8	4	7	5(A)	Japan			✓	
	AN	5	8	1	5	5	4	7	5(A)	Japan			✓	
	AO	5	9	9	4	1	6	6	(A)	Japan			✓	
	AP	5	5	4	7	5	6	0	(A)	Japan			✓	

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

AR		"Front End Electronic Marketing Frequent Shopper & Other Programs" Food Marketing Institute, 1991, Carlene A. Thissen.
AS		"Perspectives on Electronic Marketing with Emphasis on Promotion Inside Supermarkets", Food Marketing Institute, 1990, Carlene A. Thissen.
AT		"What's New in Supermarket Promotion", New York Times, June 12, 1989, Lynette D. Hazelton.

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	AA	3	8	3	3	8	8	5	9/3/74	Gentile, et al.	340	152	
	AB	3	8	7	6	9	8	1	4/8/75	Welch	340	146.3	
	AC	3	9	1	4	7	8	9	10/21/75	Coker, Jr., et al.	360	2	
	AD	3	9	4	1	9	7	7	3/2/76	Voss, et al.	235	61.7	
	AE	3	9	8	7	4	1	1	10/19/76	Krukliitis, et al.	340	146.3	
	AF	4	0	1	5	7	0	1	4/5/77	Templeton	197	127	
	AG	4	0	2	7	1	4	2	5/31/77	Paup, et al.	235	61.9	
	AH	4	0	5	3	7	3	5	10/11/77	Fondos	235	61.9	
	AI	4	0	6	3	0	7	0	12/13/77	Delarue, et al.	235	474	
	AJ	4	0	8	7	7	8	9	5/2/78	Beery	340	146.3	
	AK	4	0	8	8	8	7	9	5/9/78	Banka, et al.	235	449	

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		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
													YES	NO
	AL	5	6	2	7	4	6	8	(A)	Japan			✓	
	AM	5	2	1	6	9	4	1		Japan			✓	
	AN													
	AO													
	AP													

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

	AR	"In this Computer Age, Who Needs Coupons", New York Times, June 15, 1989, Michael Freitag.
	AS	"A New Dimension in Marketing", Progressive Grocer, Vol. 66, No. 5, May 1987, pp 133-134, 136, Ronald Tanner.
	AT	Lena H. Sun, "Checking Out The Customer," The Washington Post, Sunday, July 9, 1989.

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	AA	4	1	0	7	6	5	3	8/15/78	Krukltis	340	146.3	
	AB	4	1	2	7	7	7	0	11/28/78	Baader	235	474	
	AC	4	1	4	3	3	5	6	3/6/79	Nally	340	146.3	
	AD	4	1	4	8	0	1	0	4/3/79	Shiau	340	146.3	
	AE	4	1	7	6	7	8	3	12/4/79	Eppich	235	474	
	AF	4	2	0	8	5	7	5	6/17/80	Haltof	235	380	
	AG	4	2	4	5	2	1	1	1/13/81	Kao	340	146.3	
	AH	4	2	6	0	8	8	0	4/7/81	Thomas	235	454	
	AI	4	2	7	7	6	8	9	7/7/81	Thomas, et al.	250	567	
	AJ	4	3	5	6	4	7	2	10/26/82	Ku, et al.	340	146.3	
	AK	4	3	8	0	7	3	4	4/19/83	Allerton	324	225	

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	AL													
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	AO													
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	AR	"UKROP's Test Data Base Marketing Program Electronic Couponing Tracks Buying Behavior of Valued Customers", Chain Store Age Executive, September, 1987.
	AS	"Grocery Stores Copy Airlines With Frequent Flyer Bonuses", Wall Street Journal 3 Star, Eastern, August 7, 1986.
	AT	

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	AA	4	3	8	1	4	9	4	4/26/83	Wisner	382	64	
	AB	4	3	9	9	5	5	3	4/16/83	Toyama	382	7	
	AC	4	4	0	4	6	4	9	9/13/83	Nunley, et al.	364	900	
	AD	4	4	3	9	6	7	0	3/27/84	Basset, et al.	235	382	
	AE	4	4	4	1	2	0	4	4/3/84	Hanna	382	7	
	AF	4	4	5	3	0	7	4	6/5/84	Weinstein	235	380	
	AG	4	5	1	0	6	1	5	4/9/85	Rohrer	382	7	
	AH	4	5	2	3	3	3	0	6/11/85	Cain	382	7	
	AI	4	5	4	7	8	9	9	10/15/85	Nally, et al.	382	7	
	AJ	4	6	1	7	4	5	7	10/14/86	Granzow, et al.	235	379	
	AK	4	6	2	8	1	9	4	12/9/86	Dobbins, et al.	235	379	

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	AP													

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	AR	"S & H, Saffer Reward Frequent Shoppers", Advertising Age, March 16, 1987, p.22.
	AS	"Frequent Buyer Programs Get Off the Ground", Dairy Foods, November 1989, p. 64
	AT	"Giant to Test Supermarket Cash Rebates", Washington Post, June 14, 1989, pp. A1, A32.

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	AA	4	6	7	8	8	9	5	7/7/87	Tateisi, et al.	235	379	
	AB	4	7	2	3	2	1	2	2/2/88	Mindrum, et al.	364	401	
	AC	4	7	7	6	0	2	1	10/4/88	Ho	382	7	
	AD	4	8	1	0	8	6	6	3/7/89	Lord, Jr.	235	379	
	AE	4	9	1	0	6	7	2	3/20/90	Off, et al.	364	405	
	AF	4	0	5	3	7	3	7	10/11/77	Lafevers, et al.	235	61.11	
	AG	4	1	4	3	3	5	5	3/6/79	MacIntyre	340	146.3	
	AH	4	3	9	6	9	0	2	8/2/83	Warthan, et al.	382	64	
	AI	4	5	4	7	7	8	0	10/15/85	Cummins	346	9	
	AJ	4	7	4	8	6	7	3	5/31/88	Barre, et al.	382	7	
	AK	4	7	9	7	9	3	8	1/10/89	Will	382	7	

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	AR		"Quaker's Direct Hit", Direct Marketing, Volume 53, No. 9, page 52, January 1991.
	AS		
	AT		

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AA	4 8 0 9 3 5 1	2/28/89	Abramovitz, et al.	382	59	
AB	4 8 8 2 6 7 5	11/21/89	Nichtberger, et al.	364	401	
AC	4 8 9 7 8 8 0	1/30/90	Wilber, et al.	382	13	
AD	4 9 4 9 2 5 6	8/14/90	Humble	364	401	
AE	4 9 7 5 8 4 1	12/4/90	Kehnemyi, et al.	364	401	
AF	5 0 1 0 4 8 5	4/23/91	Bigari	364	408	
AG	5 0 1 4 3 2 4	5/7/91	Mazumder	382	7	
AH	5 0 5 3 6 0 7	10/1/91	Carlson, et al.	235	379	
AI	5 0 5 3 9 5 5	10/1/91	Peach, et al.	364	401	
AJ	5 0 5 4 0 9 2	10/1/91	LaCaze	382	11	
AK						

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AA	5 0 7 0 4 5 2	12/3/91	Doyle, Jr., et al.	364	401	
AB	5 0 9 1 6 3 4	2/25/92	Finch, et al.	235	375	
AC	4 5 5 4 4 4 6	11/19/85	Murphy, et al.	235	487	
AD	4 6 7 0 8 5 3	6/2/87	Stepien	364	70	
AE	4 6 7 4 0 4 1	6/16/87	Lemon, et al.	364	401	
AF	4 7 0 3 4 2 3	10/27/87	Bado, et al.	364	400	
AG	4 7 2 2 0 5 4	1/26/88	Yorozu, et al.	364	401	
AH	4 7 5 0 1 1 9	6/7/88	Cohen, et al.	364	401	
AI	4 7 9 1 2 8 1	12/13/88	Johnsen, et al.	235	383	
AJ	4 8 8 5 6 8 5	12/5/89	Wolfberg, et al.	364	401	
AK	4 9 0 8 7 6 1	3/13/90	Tai	364	401	

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	AA	4	9	4	1	0	9	0		7/10/90	McCarthy	364	405	
	AB	4	8	8	7	2	0	7		12/12/89	Natarajan	364	401	
	AC	5	0	0	8	5	1	8		04/16/91	Taussig et al.	235	383	
	AD	5	0	9	5	1	9	5		03/10/92	Harman et al.	235	381	
	AE	5	1	2	8	5	2	0		07/07/92	Rando et al.	235	375	
	AF	5	1	7	3	8	5	1		12/22/92	Off et al.	364	401	
	AG	5	1	8	5	6	9	5		02/09/93	Pruchnicki	364	401	
	AH	5	2	4	9	0	4	4		09/28/93	Von Kohorn	358	86	
	AI	5	2	4	5	5	3	3		09/14/93	Marshall	364	401	
	AJ	5	2	5	3	3	4	5		10/12/93	Fernandes et al.	395	275	
	AK	5	2	5	1	1	5	2		10/05/93	Notess	364	550	

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	AB													
	AC	4	8	2	5	0	4	5		04/25/89	Humble	235	383	
	AD	4	8	3	3	3	0	8		05/23/89	Humble	235	383	
	AE													
	AF													
	AG													
	AH	5	2	3	7	4	9	6		08/17/93	Kagami, et al.	364	401	
	AI	5	0	2	5	3	7	2		06/18/91	Burton, et al.	364	406	
	AJ	5	1	1	7	3	5	5		05/26/92	McCarthy	364	405	
	AK	5	2	0	2	8	2	6		04/13/93	McCarthy	364	405	

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	AB	4	2	0	1	9	7	8	05/06/80	Nally	340	146.3C	
	AC	4	7	9	9	1	5	6	01/17/89	Savit et al.	364	401	
	AD	4	9	3	3	5	3	6	06/12/90	Lindemann, et al.	235	375	
	AE	4	9	8	2	3	4	6	01/01/91	Girouard, et al.	364	550	
	AF	5	0	4	0	2	2	6	08/13/91	Elischer, et al.	382	7	
	AG	5	0	7	7	8	0	5	12/31/91	Tan	382	7	
	AH	5	2	0	1	0	1	0	04/06/83	Deaton, et al.	382	7	
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	AB	4	8	2	1	1	8	6	04/01/89	Munakata, et al.	364	405	
	AC	3	9	5	9	6	2	4	05/25/76	Kaslow	235	61.11E	
	AD	4	1	2	4	1	0	9	11/07/78	Bissell, et al.	194	4R	
	AE	4	3	3	2	3	2	5	06/01/82	Manizza	206	216	
	AF	4	6	7	6	3	4	3	06/30/87	Humble, et al.	186	61	
	AG	5	3	1	0	9	9	7	05/10/94	Roach, et al.	235	375	
	AH	5	1	7	9	3	7	5	01/23/93	Dick, et al.	340	825.51	
	AI	4	9	7	2	5	0	4	11/20/90	Daniel, Jr., et al.	455	2	
	AJ												
	AK												

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**Information Disclosure Citation  
in an Application**

Application No.

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Applicant(s)

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Docket Number

065525.0121

Group Art Unit

2781

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		DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE
	A	5,237,620	08/17/93	Deaton, et al			
	B	5,305,196	04/19/94	Deaton, et al.			
	C	5,327,508	07/05/94	Deaton, et al.			
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		DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
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	N	EP0511463A	11/04/92	EPC				
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	S	"Catalina Marketing Unveils New Supermarket Continuity Programs" and "Checkout Direct", <i>Point of Scan - The Newsletter of Electronic Marketing</i> , pp. 1-2.	01/1991
	T	"Frequency Programs: Cashing in on Promotions," by Catalina Marketing Corporation, presented at The Marketing Institute, pp. 1-38	09/11/90
	U	"Der Glaeserne Verbraucher," by E. Schmidt, <i>Elektronik</i> , Vol. 40, No. 23, pg. 42-45 (with English Translation)	11/12/91

EXAMINER

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP § 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to the applicant.

PTO-1449

# Information Disclosure Citation in an Application

 Application No.  
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Applicant(s)

David W. Deaton, et al.

 Docket Number  
065525.0121

 Group Art Unit  
2781

 Filing Date  
09/22/97

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		DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE
	V	5,659,469	08/19/97	Deaton, et al.			
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	FF						
	GG						
	HH						

## FOREIGN PATENT DOCUMENTS

		DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
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	JJ							
	KK							
	LL							
	MM							

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	PP	"In-Store Computer Terminals, A Super Marketing Device", by Carole Sugarman, The Washington Post.	05/28/86

EXAMINER

/Raquel Alvarez/

DATE CONSIDERED

10/01/2010

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP § 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to the applicant.